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WHAT'S INSIDE

Notes about the dietary guidelines...the Secretary's statements on research...quite a number of job announcements and folks who're leaving...some reports from folks here and there...some odds and ends and other goodies you might like to know about.

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NOW YOU CAN EAT RIGHT

Land-grant offices will soon be getting copies of booklets about the 7 dietary guidelines which were released this week at a joint USDA-HEW press briefing. If others want a copy write "Inside..." and we'll send you one.

The guidelines are a product of a joint USDA-HEW effort to meet public interest questions on the relationship of diet to health promotion and disease prevention.

GPA's Special Reports Division and Publications Division led the way in getting the booklet written and printed. Ted Crane of Special Reports says the printers in Nelson Fitton's publications group ought to receive medals...we hear Al Senter got the job printed in barely a couple of weeks.

Specific guidelines are: Eat a variety of foods; maintain ideal weight; avoid too much fat, saturated fat, and cholesterol; eat foods with adequate starch and fiber; avoid too much sugar; avoid too much sodium; and (get this) if you drink alcohol, do so in moderation.

Whether anyone follows those suggestions depends on individuals... our point really is to plug the booklet. It's a fine design job, four colors in 20 pages and easy to read.

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HOW NOW ON RESEARCH

Something else you might want to watch for or write GPA's Press Division for is a talk last week by Sec. Bergland on "The Federal Role in Agricultural Research."

Several weeks ago at the Fresno structures meeting, the Secretary was asked a question about ag research and in the course of his answer said that he didn't think federal funding of research into laborsaving devices is a proper use of money...that might be left to private enterprise and to state universities. Some folks liked the remark...others didn't.

So at a meeting last week with folks from the Science and Education Administration, the Secretary elaborated on what he meant. One outcome has been to appoint a special group to establish criteria and procedures for evaluating case-by-case those current and future research projects involving federal expenditures.

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MORE SECRETARIAL
MATTERS

Two more items relating to the Secretary: (1) the annual report is expected off the press sometime in the next week or so. You may get a copy by writing to John Crowley, Special Reports Division, GPA. He's the editor of it.

Then, in case you've been wondering, the structure of agriculture team is still at work. On the information side, John Obert and Bob Norton are expected to continue on the staff...Brian King, formerly with the Associated Press here, has joined the staff to prepare the written summary of the testimony from the hearings.

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FROM WAY BACK WHEN

"Inside..." got a nice card from retiree Les Schlup the other day. Les, who just celebrated his 85th birthday, said he had received a letter from Milton Eisenhower, one-time information director for USDA, who wrote that he'd intended to write another book about curing inflation, but after health problems he's given the material to a "well-known" author who has agreed to incorporate it into a biography of Milton.

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ESPECIALLY FOR
BACKYARD BAR-B-Q'ERS?

From West Virginia's dept. of ag. comes word of a national chicken cooking contest. If you enter and win the state contest, you're eligible to enter the national contest...and maybe win \$10,000.

The state chicken cook-off will be held May 16 at Morgantown, and deadline for entry is March 15.

Now if you're real serious about entering, maybe you'd better get in touch with inf div. folks at Charleston, W. Va. 25305. They can send you rules and other details. The national contest will be Aug. 5-6 in Atlanta, Ga.

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CARNAHAN SCORES

Those of you who take "Technical Photography" probably saw that the photo of the month was by USDA's own Bill Carnahan. As the caption pointed out, Bill took advantage of late afternoon back-light to shoot some soybean plants. For his efforts, he won \$25.

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MAYBE YOU'VE HEARD...

Phil Villa-Lobos, GPA, tells us that hereafter his Hispanic radio tapes will include a monthly 3-5 minute interview with Audrey Cross, special assistant to the Sec. for nutrition programs. She will speak in Spanish too...first program was on the national school lunch program; next month, topic will be sugar in diets.

Phil also says his shop now translates into Spanish the Food Marketing Alert produced by the Agricultural Marketing Service. He mails it to the regional offices and also issues a voice report for radio.

Hispanic radio tapes now go to more than 750 stations, by the way.

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BEHIND THE PORTFOLIO

We saw a note from David Sutton, GPA, the other day that said: "Many students go through...schools not realizing they are preparing themselves to compete in last century's job market." He was talking about the need for design graduates to develop a portfolio of work to use when applying for a job.

Dave pointed out that the quality of the portfolio shows the quality of a school curriculum...design theory, design discipline, craft capability, experience, perception capability, potential and student intelligence. He says: "Resumes can be faked, portfolios cannot."

Want to know where the top design schools are? Write Dave...he might tell you..."Inside's..." too chicken.

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BYE, BYE LAYNE

For 25 years he's been chief of GPA's radio-television. Now he's decided that's long enough.

We're speaking of Layne Beatty, one of the deans of radio-television in government. For that matter, we hear he also received a 40-year award from the National Association of Radio-TV Farm Broadcasters last fall, so he's no neophyte among farm broadcasters either.

Layne will retire come Feb. 29. He says he doesn't want a book of letters, but we betcha if you write him he'll appreciate hearing from you. It goes without saying...we'll miss Layne.

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THERE GOES RENFRO

What can one say? Buddy Renfro, GPA's chief of the motion picture division, plans to resign March 7 and go into business for himself.

For years, we've kidded Buddy that we make films to communicate, not just to win awards. His films do communicate and they do win awards. Now darn it, he'll be doing the same thing for himself and not for USDA! Oh well, why not? We wish him the best.

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INTERNATIONALLY
SPEAKING

From Missouri U. we've learned that Debrah Jefferson will take on a year's assignment with the International Rice Research Institute starting next August. She's looking for extra assignments just before and right after her stay in the Philippines in case there are other overseas possibilities.

All of which reminds us that Kathy Alison, former Arizona U. inf type who's been working on training with the Office of International Cooperation and Development here brought this request by the other day:

"If you have a strong background in communication or extension and are interested in short or long-term overseas assignments in developing countries, please send your vita to: Dr. Frank Fender, ITD/OICD/USDA, Room 3910-S, Washington, D.C. 20250." Kathy says

previous overseas experience is desirable but not mandatory, and that you should indicate whether you're interested in long and/or short-term assignments.

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THRU S.D. TO
BOTSWANA

John Pates, S.D. State U., aimed this one our way...it's about a 2-year assignment as a lecturer in ag comm at the Botswana Ag College in Sebele, Botswana, Africa. Required are a BS or more in English, speech, journalism or related fields...knowledge of visual aids uses and their production...teaching experience is desirable.

Applications have to be in by March 15 to J. W. McCarty, Director, International Programs, Animal Science Dept., South Dakota State University, Brookings 57007 or call (605) 688-5165.

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THEN THERE'S IDAHO

Bill Stellmon, U. of Idaho, says he's looking for two editors to join his office in "the great Northwest." One, a publications editor will have charge of research/extension publications. The other, a writer-photographer (print media specialist) will work with research scientists and with extension folks, across all program areas.

Both jobs will be headquartered in Moscow. Application deadline for each is Feb. 29...or until suitable applicants are found. Write Bill at Moscow 83843 with your resume, samples of work and a list of references.

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CHECK KY. STATE U.

Kentucky State U. has announced an opening for an inf specialist... to be in charge of the publication unit, help in training, and assist in preparation of budgets for the pub unit.

A master's degree is required in journalism or comm or a closely related field. And experience is preferred...with expertise in writing and editing.

Apply or inquire before March 3 to Henry M. Brooks, assistant 1890 Administrator, Box 123, Kentucky State U., Frankfort 40601.

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OR TRY APHIS...

Meanwhile, USDA also is advertising. The Animal and Plant Health Inspection Service needs a GS-13 public inf specialist for campaign work. To apply, beat the closing date of Feb. 22 by asking about announcement #80-7 to Loretta Germann, (301) 436-6454, USDA/APHIS/HRD, Room 209-A, Fed. Bldg., 6505 Belcrest Rd., Hyattsville, Md. 20782.

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...AND ESCS

Economics, Statistics and Cooperatives Service seeks a printing specialist GS-7/9. Applicants need 3 years experience and 1 year specialized experience. Contact, before Feb. 19, Charles Baumgardner, (202) 447-2358, at USDA/ESCS/PD Operations Branch, Rm. 1459-S, 14th and Independence Ave., SW, Washington 20250. Ask about vacancy announcement ESCS-IS-80-664.

